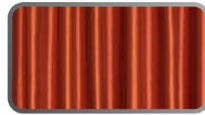
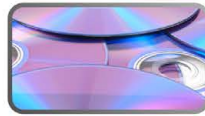
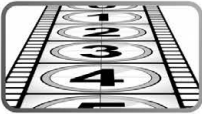
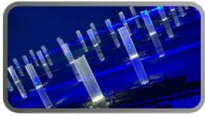
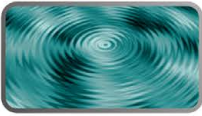


# CopyTrack<sup>®</sup>

The Science of Advertising Tracking





**Is your advertising attracting attention?**

**Is brand awareness increasing?**

**Are the key messages getting through?**

**Is your brand's image improving?**

CopyTrack® can answer these questions and many more. It can help you monitor the effectiveness of your advertising over time, compared to major competitors. It can identify which commercials and ads are doing the best job, and it can reveal when a campaign begins to wear out.

## Why Track Advertising?

No one knows for sure how an advertising campaign will play out over time in the real world. Even if the advertising is pretested before airing, it's virtually impossible to predict its long-term effects. As soon as a campaign goes live, five types of distortion begin to occur:

- **Competitive Activity.** The admixture of competitive advertising campaigns can confuse consumers and blur the messages they actually receive.
- **Perception Bias.** As consumers view your advertising in the real world, they tend to notice certain parts of the commercials more than other parts.
- **Memory Bias.** Consumers tend to remember some messages and images from your advertising better than other messages and images.
- **Threshold Effects.** Your advertising campaign (or parts of it) might not achieve threshold levels sufficient to break through the clutter and noise.
- **Contamination.** Other marketing variables (sales contests, trade promotions, consumer promotions, distribution levels, publicity, social media activity, etc.) can interact with media advertising and influence how consumers perceive and remember your advertising.



# CopyTrack® Report

## Awareness Measures

- Unaided Brand Awareness
- Unaided Advertising Awareness
- Aided Brand Awareness
- Aided Advertising Awareness
- Source of Awareness
- Slogan Awareness
- Ad Recognition

## Communication Measures

- Brand Image
- Unaided Message Recall
- Aided Message Recall
- Slogan Identification
- Brand Registration

## Share Measures

- Brands Ever Purchased
- Purchased Past Six Months
- Purchased Past 30 Days
- Volumetric Purchases

## Media Usage

- Television
- Cable Television
- Radio
- Magazines
- Web or Online
- Social Media

## Demographics



The total effect of these in-market distortions can be significant. Tracking the advertising over time reveals the net effects of these variables and provides directional feedback so that you can fully exploit the things that are working and correct the things that are not working.

## How Does CopyTrack® Work?

Representative samples of the target audience are randomly selected from Decision Analyst's online consumer panels and invited via email to Decision Analyst's webserver to participate in the advertising tracking survey. Ideally, an advertising tracking study consists of many waves (or intervals) of surveys that span a period of years so that long-term trends can be monitored and analyzed. The survey process can be pulsed or continuous.

## Why Decision Analyst?

Decision Analyst is a global marketing research and analytical consulting firm and a recognized leader in advertising research. The firm has evaluated thousands of different commercials and ads over the last 40 years. Decision Analyst is a leader in the development of analytical techniques to enhance the learning from advertising research, and the firm owns and operates some of the highest quality online panels in the world.



## Advertising Testing Systems

In addition to CopyTrack®, Decision Analyst offers the following advertising pretesting systems.

### CopyOpt™

CopyOpt™ is a choice modeling system to create prototype advertising concepts by determining the optimal combinations of elements (messages, themes, colors, pictures, etc.).



### CopyScreen®

CopyScreen® is a system to evaluate early-stage advertising concepts in print-ad format in batches of 10 to 20 at a time. CopyScreen® helps identify the most promising creative concepts.

### CopyCheck®

CopyCheck® is an online system to help evaluate and improve early-stage print ads, TV storyboards, and radio scripts. The creative concept is tested in the form of a rough execution.

### CopyTest®

CopyTest® is a comprehensive, online advertising pretesting system to predict the effectiveness of semifinished to finished commercials and advertisements.

## Contact Us

If you have questions about advertising research, please give us a call. We can recommend the best testing method and provide cost estimates.



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